

Competency-Based Marketing

Chrisann Merriman, University of Mary Hardin-Baylor

Mindy Welch, University of Mary Hardin-Baylor

Abstract

The position paper highlights the process used to design a competency-based education (CBE) marketing course for the MyWay at UMHB program. CBE “allows students to advance based on their ability to master a skill or competency at their own pace regardless of environment” (Desrochers & Staisloff, 2016). Although CBE is not a new learning modality, it is regaining interest amongst many private and public sectors. CBE provides one model for a flexible, quality, and cost-effective solution. Currently, the United States is ranked 19th in college graduation attainment (Weston, 2014). The ability to close this gap is a necessity to attract higher paying and higher skill level jobs. This presentation will provide attendees with a functioning CBE curriculum design model to break down the necessary requirements needed within marketing as well as identify mastery level assessments

References available upon request